

**Subject:** RE: Arts Activation Fund - please read entire email

**From:**

**Date:** 04/04/2017 02:03 PM

**To:** "Alma Guzman" <[alma.guzman@lacity.org](mailto:alma.guzman@lacity.org)>

This is great. Thanks Alma.

How about discussing at 1pm on Friday?

----- Original Message -----

Subject: Arts Activation Fund - please read entire email

From: Alma Guzman <[alma.guzman@lacity.org](mailto:alma.guzman@lacity.org)>

Date: Tue, April 04, 2017 1:41 pm

To: [aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

Dear Aaron,

Congratulations! Your proposal to support Experience Noho Plaza has been promoted for final review and voting in front of the Cultural Affairs Commission.

We request your presence at the commission meeting. The meeting is taking place:

**Wednesday, April 12, 2017**

**1:30pm - 3:00pm**

**201 N. Figueroa Street Suite 1400**

**Los Angeles, CA 90012**

(the north tower of Figueroa Plaza, located on Figueroa Street between Temple and 2nd Street in downtown Los Angeles)

We will validate your parking underneath the building. Please enter off Figueroa Street. Allow 15 minutes just for parking and to take two elevators to the 14th floor.

The basic data of your project (where, when, with whom) will be published within the City meeting agenda on Monday, April 10. This is done to notify the general public, who may attend and speak for or against your item. No changes can be made to the basic premise of your proposal after this date.

Please come to the meeting early and fully prepared with a 5-7 minute PowerPoint presentation that should cover the same narrative, facts, figures and media that was submitted in your written proposal. The only data in your proposal that does not need to be re-presented are the letters of support. Audio-visual materials are the best way to demonstrate the style and creativity of your project.

After your presentation please expect to answer questions about any elements of the proposal which are unclear for the Commission. A vote will be taken at the meeting.

If your item is approved it will be sent to DCA's General Manager Danielle Brazell for final review and endorsement. In most cases the Commission's approval will signal a Department leadership endorsement.

I would like to touch base with you on Thursday or Friday. What's a good day/time to call you?

Looking forward to speaking with you.

Thanks,

Alma

Alma Guzman

Grants Administration Division

City of Los Angeles

Department of Cultural Affairs

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